

# DOCKSIDE SUITES

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[fundyrestaurant.com](http://fundyrestaurant.com)

**EXPLORER QUOTIENT IDEAL AUDIENCES:** Free Spirit and Authentic Experienter

**UNIQUE SELLING PROPOSITION:** Modern, oceanside, luxury accommodations at a reasonable price, with easy access to the amazing culinary delights and experiences of the Bay of Fundy

**TYPE AND SIZE:** 18 modern, self-contained suites

**YEARS IN BUSINESS:** 16 (34 years as Fundy Restaurant)

**EXPERIENCES AND PACKAGES:** Kayaking and bike riding

**PARTNERS:** Many local artisans and suppliers

**GAME CHANGER:** Creativity, continuing to grow and evolve

**ADVICE:** "Listen to what customers are looking for and keep a sharp eye on new trends in the industry."

**Dean Kenley** remains a leader in the tourism industry after almost 35 years in business. The long-time owner of Fundy Complex, including Dockside Restaurant and Bar, Fundy Restaurant and now Dockside Suites, attributes much of his success to his customers, who inspire him to keep improving and growing.

"We are in the centre of town with a beautiful view of the water and the fishing fleet," says Dean. "When a friend approached me about buying the restaurant in 1985, one of the main reasons I bought was for the incredible location. I thought, 'if you

can't make a seafood restaurant work in a seafood town, there's something wrong,'" he laughs.

In the early 2000s, Dean noticed a culture shift - customers were seeking higher quality when they travelled. Since then, he has gradually added 18 self-contained accommodation suites to what is now a five-building complex. "I had an advantage in evolving and growing the business because I used to be a contractor," says Dean. "I had a creative construction mind. I seem to be able to create spaces that please people. I lucked into a good combination."







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“We also have long-standing partnerships with seafood suppliers that are extremely important,” he says. “And we also partner with as many local people as we can – artisans, greenhouses, entertainers and local volunteer groups. We are always open to collaborating with others.”

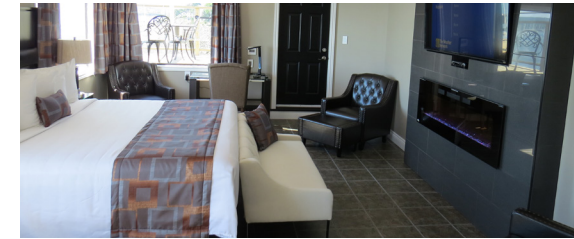
**Dockside’s success** is definitely more than pure luck. Dean is very passionate about listening carefully to his customers and his staff. “We put a lot of focus into moving things forward. The key is taking constructive criticism and using your own ideas and creativity to make the next space even better.”

Great staff and partners have also played a pivotal role in the Dockside’s evolution. “I am so fortunate to have worked with some of the best people in the industry,” says Dean. “As you grow, you need strong, capable staff and management to grow with you and then be able to add new people too. That can be challenging, especially in a rural area.”

Dean has no plans to rest on his laurels; he recently added four new self-contained suites. “Some aspects of our hospitality are stronger than others – we have to understand our weakest point and bring that up to par without losing any level of quality to the customer.

We always have expansion in mind. Every day I look around to see what needs to be updated and which spaces are not being utilized enough – what they could be turned into. We’re lucky to have the ability to expand into new spaces that satisfy our customers.”

While Dockside will continue to evolve and grow, timing in business is everything. “There is a time to move forward and spend capital and a time to keep an eye on the bottom line. Anything in the hospitality industry takes a lot of hard work, passion and dedication.



There are a lot of ups and downs – some very positive moments and some times when you feel adrift. You have to be confident that this is what you want to do and how you want to do it.”



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